



CAMPAIGN PROPOSAL

“GROWING YOUR BUSINESS THROUGH OURS”

PROPOSAL HIGHLIGHTS

Goals

Awareness

Strategy

Branding

Formats

Outdoor

Location

Manhattan, NY.



Unlock the Potential of Manhattan Billboards for Your Advertising Campaign

The Silver Package includes a selection of high-quality screens. This curated pre-selection of top-tier screens ensures a guaranteed reach to a high-quality audience within the best zones of Manhattan

Manhattan, the pulsating heart of New York City, offers an unparalleled canvas for advertisers looking to make a significant impact. With its iconic skyline, bustling streets, and diverse population, Manhattan provides a unique and powerful platform for billboard advertising. Here's why leveraging billboards in Manhattan is a strategic move for your advertising campaign and how you can make the most of this dynamic medium.



MEDIA PLANNING



CITIES

Manhattan



**TOTAL
SCREENS**

5



TOTAL REACH

1MM



Manhattan New York



The Power of Location

High Visibility and Traffic

Manhattan is synonymous with high foot traffic and vehicular congestion, making it one of the most visible places for outdoor advertising. The constant stream of tourists, commuters, and residents ensures that your advertisement gets maximum exposure. Key areas like Times Square, Herald Square, and the Financial District attract millions of visitors daily, providing your brand with unmatched visibility.

Iconic Locations

Placing your billboard in iconic locations such as Times Square not only guarantees visibility but also associates your brand with the vibrancy and prestige of New York City. Times Square, known as "The Crossroads of the World," is a global landmark, and having your advertisement there can enhance brand prestige and recognition.

Capturing Attention

Billboards are designed to capture attention quickly and effectively. In the fast-paced environment of Manhattan, a well-designed billboard can cut through the noise and make a lasting impression. The large, eye-catching visuals are perfect for conveying your message succinctly and powerfully.

Reaching a Diverse Audience


Manhattan is a melting pot of cultures, professions, and lifestyles. Advertising in this area means reaching a diverse audience, from high-powered business executives and tech-savvy millennials to tourists from around the globe.

Benefits

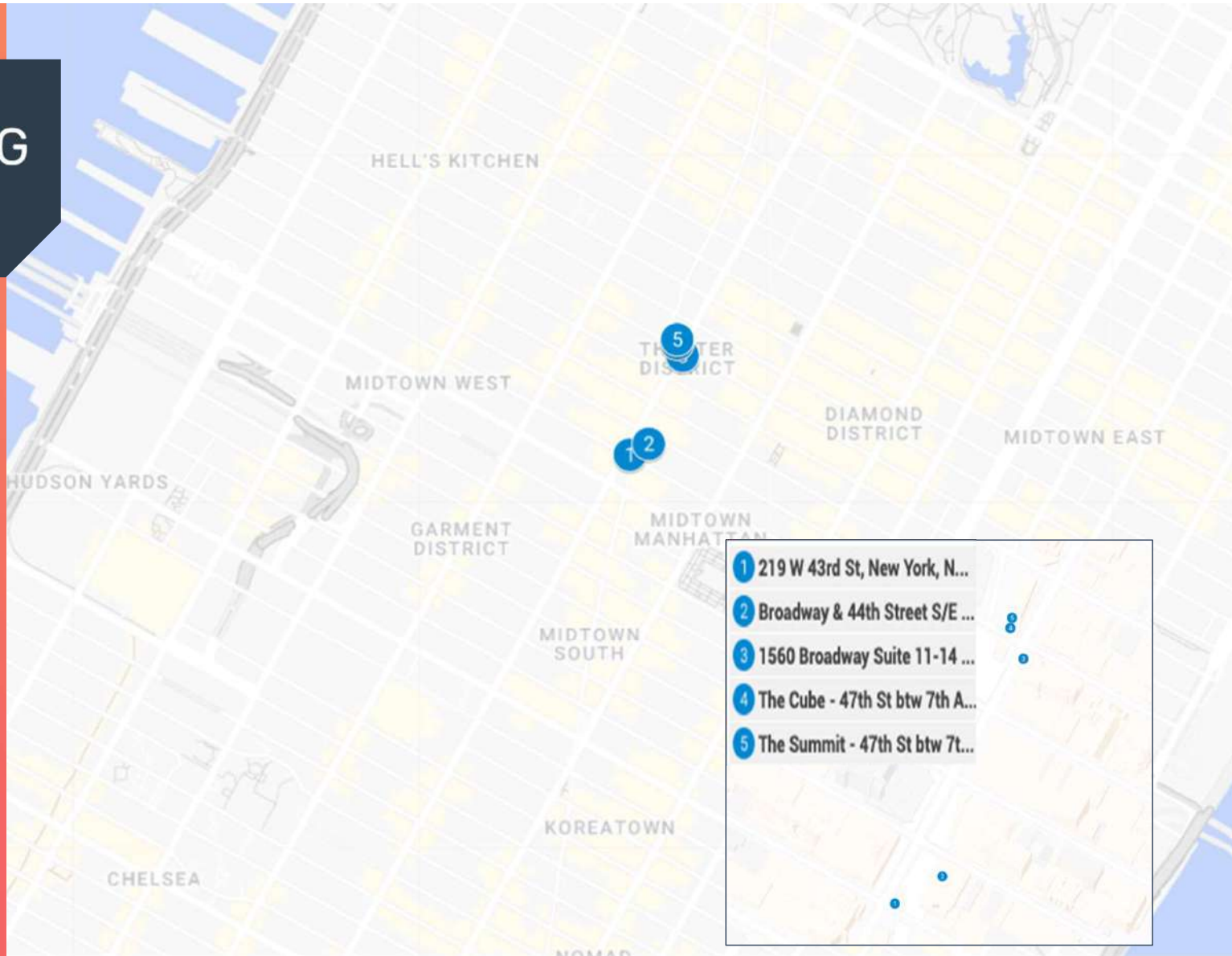
Investing in billboard advertising in Manhattan offers a multitude of advantages for brands aiming to boost their visibility and connect with a diverse audience. By strategically positioning your ads in high-traffic locations, creating captivating visuals, and utilizing cutting-edge technology, you can develop impactful campaigns that capture the dynamic essence of New York City. Whether your goal is to enhance your brand's reputation or drive immediate consumer engagement, Manhattan billboards provide a robust platform to achieve your advertising objectives.

MEDIA PLANNING

MAP LOCATIONS


 **Manhattan**
Billboards

[Map Link](#)



MEDIA PLANNING

SCREENS

 1560 Broadway Suite 11-14
Entrance on 46th btn 6th and,
Broadway, New York, NY
10036, EE. UU.

Large: > 430ft²

3480x3480

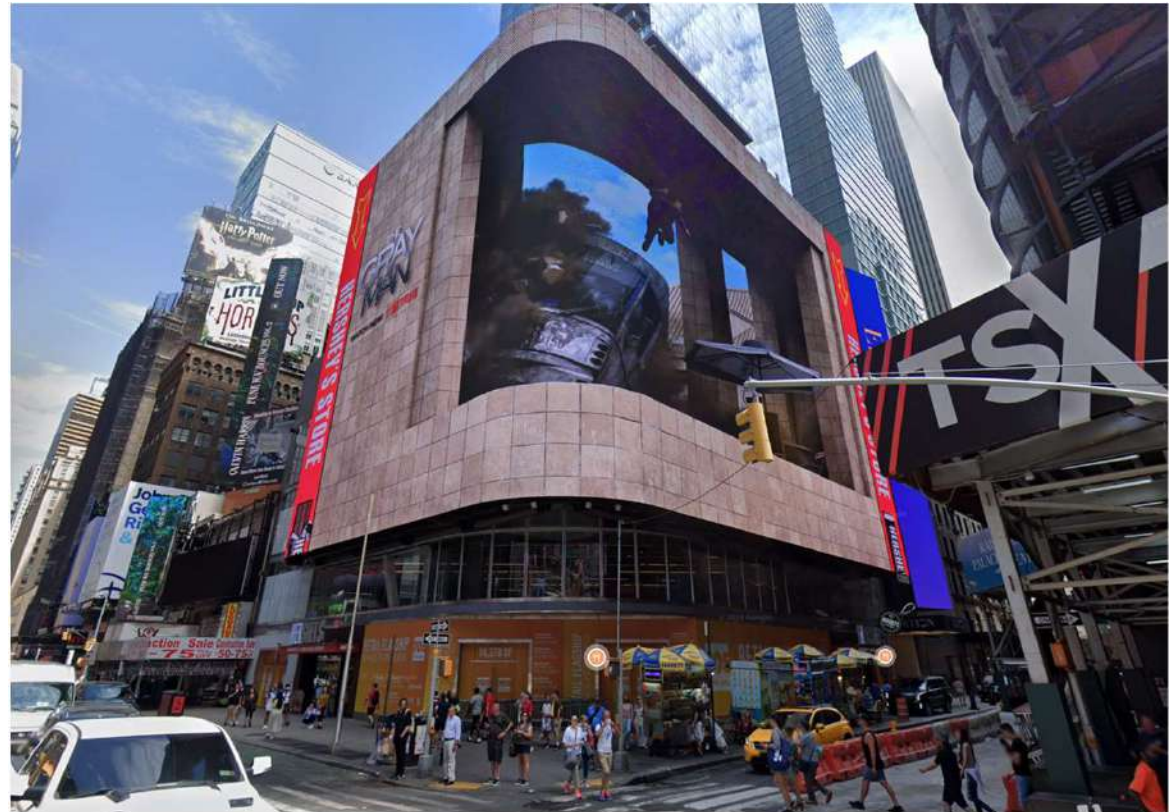
215002532.2900/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM

[Map Link](#)

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MEDIA PLANNING

SCREENS



219 W 43rd St, New York, NY
10036, EE. UU.

Large: > 430ft²

800x600

104983114.6000/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM

[Map Link](#)

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MEDIA PLANNING

SCREENS



The Cube - 47th St btw 7th Ave & Broadway

Large: > 430ft²

4416x1656

10803030.0000/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM

[Map Link](#)

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MEDIA PLANNING

SCREENS



The Summit - 47th St btw 7th Ave & Broadway

Large: > 430ft²

792x954

1433580.0000/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM

[Map Link](#)

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MEDIA PLANNING

SCREENS

 Broadway & 44th Street S/E
Corner

Large: > 430ft²

1184x1648

1049204.0000/W

Schedule:

Mo-Su 8:00 AM - 8:00 PM

[Map Link](#)

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WORK PLAN & BUDGET

WORK PLAN & BUDGET

1 Month – BHM Online & Billboard Campaign

8:00 AM to 10:00PM

Billboards

Budget: **\$ 35,000**
5 screens

Reach: **1 Million**



Target Reach 650,168 • ● 651,000
Description ● Billboards



Target Reach 0 [Color Scale] 651,000

All fees and costs outlined in this proposal are valid for 30 days. Hours and days might change, and all numbers are approximations.

MEDIA PLANNING

ADVERTORIAL/DISPLAY ADS
* Included in campaign

2M Readers A Year

2 Permanent Featured
Business Articles
or Executive Interviews
in BeverlyHillsMagazine.com

Display Banner Ad
300 x 250

Schedule:
Mo-Su 24/7

[Visit Website](#)

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The screenshot shows the Beverly Hills Magazine website. At the top is the logo and social media icons. Below is a navigation bar with links for Articles, Hollywood, Advertise, Contact Us, BHM Podcast, My Account, Store, and Subscribe. A search icon is on the right. The main content area features a row of five article thumbnails with titles: 1. Katy Perry Red Carpet Style, 2. Fashion World: Nektaria, 3. Fashion World: Hypeach Boutique, 4. Get the 411 on LA Fashion Week, and 5. How To Accessorize Your Look This Year. Below this is a 'HOLLYWOOD SPOTLIGHT' section with two large featured articles: 'Hollywood Spotlight: Hugh Jackman' and 'Hollywood Spotlight: Scarlett Johansson'. At the bottom, there are four display banners: a Gucci advertisement, a Jaguar F-Type Coupe advertisement, a Bebe advertisement, and a Ferrari advertisement.



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